STUCKEY

WESLEY STUCKEY

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PROFESSIONAL SUMMARY

Highly accomplished and results-driven Creative Director with nearly 20 years of experience in design leadership, brand strategy, and educational environments. Proven ability to lead and mentor high-performing creative teams, drive strategic design initiatives, and deliver award-winning, measurable results across digital, print, and interactive platforms. Deep expertise in graphic design education, fine art printing, and full-spectrum creative production. Seeking to leverage comprehensive leadership experience to drive innovation and creative excellence in a demanding Creative Director role.

Key skills include Creative Direction, Brand Delopment and Management, Digital Marketing Strategy, UX/UI Design, Creative Team Management, Event Production and Strategy, and Experiential Concepting.

PROFESSIONAL EXPERIENCE — CREATIVE

CREATIVE DIRECTOR — DESIGN LEAD
Adtalem Global Education, Walden University

May 2020 – July 2024

- Led and managed a high-volume team of six designers and four agency partners, overseeing creative strategy and execution for five major universities within a global for-profit education network.
- Drove brand consistency and creative excellence across all marketing collateral, enrollment materials, and internal communications, resulting in improved brand perception and student acquisition metrics.
- Managed cross-functional collaboration with marketing, product, and content teams to deliver cohesive and effective digital marketing campaigns that met enrollment goals.
- Played a pivotal role in the digital transformation of marketing assets, optimizing user experience (UX) and engagement.
- Led all branding and in person experiences for tradeshows, commencements, sponsorship opportunitiws, and special events for all five universities in network.

CREATIVE DIRECTOR — OWNER
Stuckey Design

May 2008 – Present

- Founded and grew an independent design consultancy, successfully managing all aspects of client relationships, creative strategy, and project execution.
- Successfully delivered over 500 projects for diverse clients, spanning brand identity, print collateral, web design, paid digital media, social, packaging, event creative & planning, and tradeshow experiences, achieving multiple industry awards and publications.
- Maintained a robust client portfolio and consistently delivered creative solutions that met business objectives and garnered client retention.

DESIGN DIRECTOR
idfive

September 2018 – April 2020

- Directed the creative vision for key client accounts, specifically focusing on higher education and non-profit sectors with a focus on creating social good.
- Managed and mentored a design team, significantly improving workflow efficiency and project quality.
- Spearheaded the development of integrated digital campaigns and comprehensive branding initiatives, enhancing client visibility and market positioning.

ART DIRECTOR — CONTRACT
Under Armour

August 2015 – October 2015

- Worked on the Global Brand Experience Team on the redesign and implementation of branded footwear tables and displays, for Dick's Sporting Goods, Macy's, Foot Locker, and other domestic and international department stores.

INTERACTIVE ART DIRECTOR
MGH Modern Marketing

June 2011 – November 2012

- Directed the creative production of interactive and digital advertising campaigns and websites for national clients.
- Collaborated closely with development teams to ensure design integrity and optimal user experience across all digital deliverables, including web and iphone/ipad apps.

GRAPHIC DESIGNER
The University of Southern Mississippi

January 2008 - August 2009

- Worked within the university's Department of Printing and Creative Services on a variety of print collateral for campus promotions, theatre and musical events, student life, study abroad programs, and the office of the president.
- Led the modernization and rebranding of the university's dome icon, typography, and color usabe standards.

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PROFESSIONAL EXPERIENCE — ACADEMIC

VISITING ASSISTANT PROFESSOR OF GRAPHIC DESIGN
Mississippi State University, Department of Art
August 2020 – May 2021

ADJUNCT PROFESSOR OF GRAPHIC DESIGN
Maryland Institute College of Art
August 2014 – December 2016

ADJUNCT PROFESSOR OF GRAPHIC DESIGN
University of Maryland in Baltimore County
August 2011 – May 2015

EDUCATION

MASTER OF FINE ART IN GRAPHIC DESIGN
Maryland Institute College of Art | Baltimore, MD | May 2011
Graphic Design Graduate Teaching Intern | Dolphin Press & Print Graduate Intern | 2009-2011

BACHELOR OF FINE ARTS IN PRINTMAKING
Mississippi State University | Starkville, MS | May 2006

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN
Mississippi State University | Starkville, MS | December 2006

CORE COMPETENCIES

Software / Digital

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma, Sketch
- UX/UI Design
- HTML5, CSS3, JQUERY, PHP
- Microsoft 365, Workfront
- Project Management Software (Workfront, Slack, Teams)
- CMS Management (Wordpress, Wix, Squarespace)

Leadership / Strategy

- Creative Direction (Design, Photography, Messaging)
- Creative Team Leadership & Mentorship
- Brand Strategy & Development
- Brand Management
- Budget Management & Vendor Relations
- Strategic Planning

Production / Fine Art

- Letterpress, Serigraphy, Intaglio
- Wood Block & Linoleum Relief
- Gum Arabic Dichromate, Wet Lab & Digital Photography
- Illustration & Creative Production

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SELECT AWARDS / RECOGNITION

HOW Magazine Promotion & Marketing Design Awards: Recognized for "City Seeds Cookie Packaging" | 2017
and "Through the Looking Glass" invitation | 2012

Communication Arts Typography Annual: Installation featured at Baltimore Museum of Art | 2014

Print Magazine's Regional Design Annual: Featured for Concert Artists of Baltimore's website "cabalto.org" | 2013

Tatt.ly: 11 Illustrations selected and published as temporary tattoos by Tina Roth Eisenberg at Swissmiss | 2012

Princeton Architectural Press: Contributed design and writing to "Graphic Design Thinking" edited by Ellen Lupton
and Jennifer Cole Phillips | 2011

HOW Magazine Blog: wesleystuckey.com listed among the Top 10 Sites for Designers | 2011

Focal Press' "No Plastic Sleeves": Self-Promo Featured | 2009

HOW Magazine Self Promo Competition: Outstanding Achievement Award | 2007

Mississippi State University: Recipient of College of Architecture, Art + Design Undergraduate Student Research Award | 2006

LECTURES / TALKS / EXHIBITIONS

Guest Lecturer | University of the Sunshine Coast in Queensland, Australia (UniSC) | May 2023 | March 2025

AIGA Glitch Student Design Competition Juror at Mississippi State University | February 2022

Guest Lecturer | University of South Florida in Saint Petersburg (USFSP) | February 2018 | February 2020

Mississippi State University Alumni Panel Discussion & Exhibition Juror | April 2018

SEAM Conference Workshop: *Sense of Space - Defining Place and Marking the Mark!* | March 2016

AIGA Design Week Design & Dine Keynote | October 2015

T. Rowe Price, Brand + Creative | January 2015

Creative Mornings Baltimore: *Color* | October 2014

WTMD Downtown Upload with Megan Isennock from Downtown Partnership of Baltimore | September 2014

Poster Accepted for *"O! Say, Can You Design a Poster? Exhibition"* | University of Baltimore with AIGA Baltimore | 2014

3 Posters Selected as Typography & Illustration Finalist | *Show Your Posterior Competition* at Columbia College, Chicago | 2011

Installation Accepted for "*Repurposes*" a design exhibition | Old Dominion University | 2010.

REFERENCES

Brian Irwin
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